



European
IP Helpdesk

SOUTH-EAST ASIA
IP SME HELPDESK

AFRICA
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CHINA
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INDIA
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European
Commission

The services of the
International IP SME Helpdesks
Mattia Marino, 27 September 2022

26-27 SEPTEMBER 2022, PRAGUE




#EUClusterConference





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What

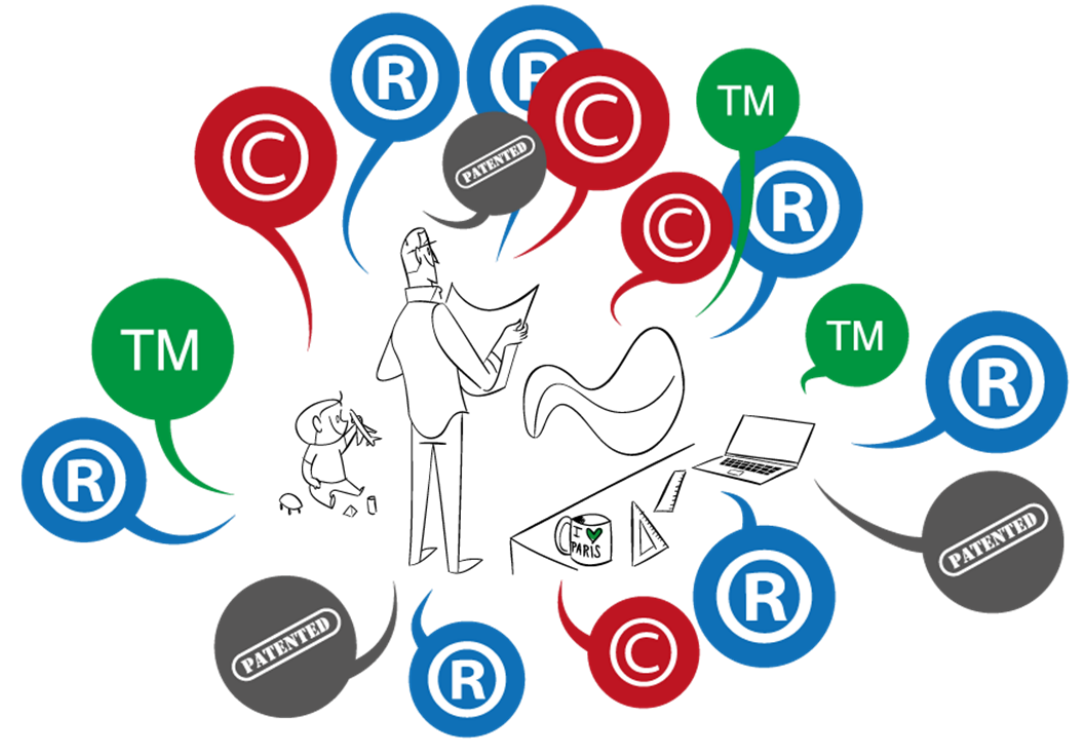
Provision of free of charge, first-line confidential assistance on IP protection, management and enforcement.



Why Intellectual Property?

To support IP capacity building along the full scale of IP practices: from awareness to strategic use and successful exploitation.

- IP is a key business assets!
- Attract new investments
- Freedom to operate in the new countries
- To strengthen EU competitiveness
- To ensure long-term impact
- Increase the willingness to enter into collaboration
- For an increased translation of IP into the EU innovation ecosystem!





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Beneficiaries

SMEs from European countries:

- Established in the regions of interest
- Potentially interested in going international and doing business in these markets
- That work with entities in the regions

Geographical coverage

- Europe
- China: Mainland China, Macao, Hong Kong, Taiwan
- South-east Asia: Vietnam, Thailand, Indonesia, Singapore, Philippines, Malaysia, Cambodia, Lao, Myanmar, Brunei
- Latin America: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay and Venezuela
- India
- Africa (55 countries)





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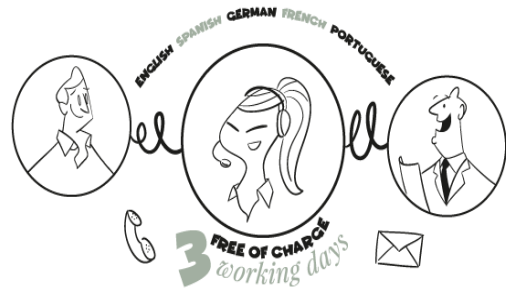
INDIA IP SME HELPDESK

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Our free services

Helpline



Trainings



Guides & Factsheets





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Online resources – IP Tools

IP Diagnostic tool:

Self-evaluation tool for measuring your status in terms of IP management and knowledge



IP Cost tool:

Pre-evaluation of costs related to IP registration and management





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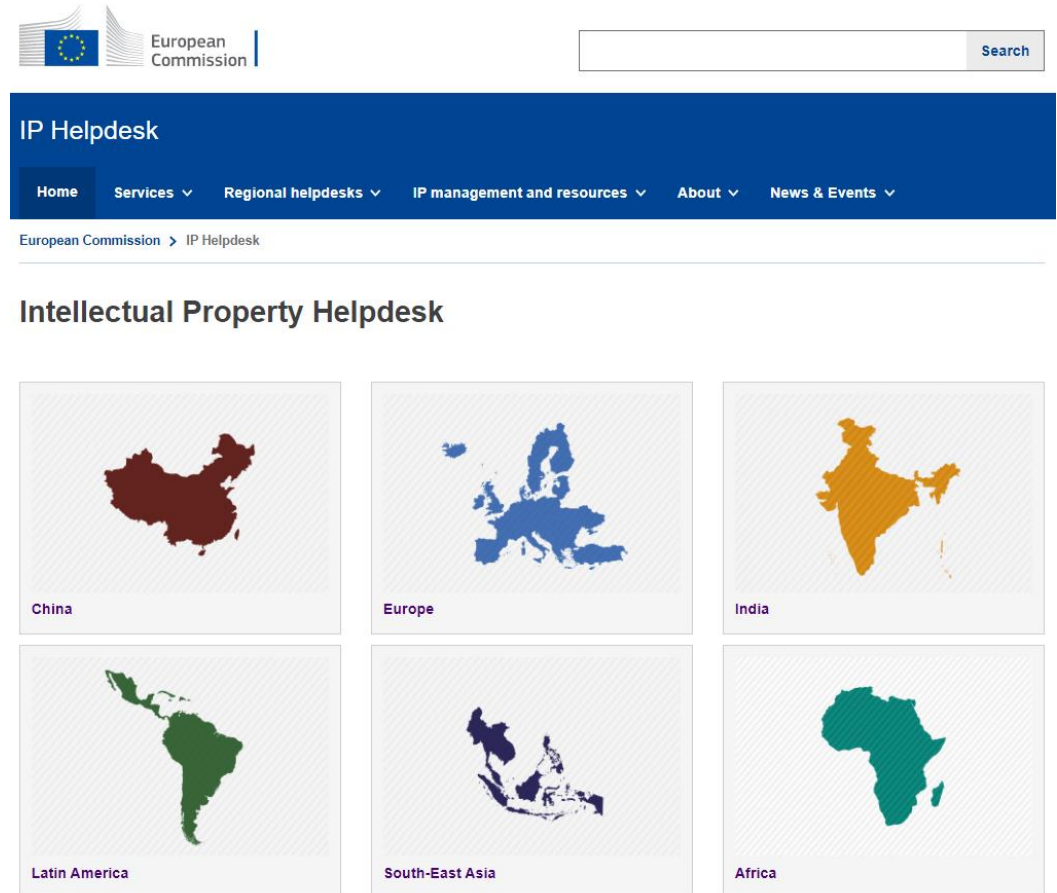
https://intellectual-property-helpdesk.ec.europa.eu/index_en



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The screenshot shows the IP Helpdesk website. At the top, there is a search bar and the European Commission logo. Below the search bar is a navigation menu with options: Home, Services, Regional helpdesks, IP management and resources, About, and News & Events. The main heading is "Intellectual Property Helpdesk". Below this, there are six colored map icons representing different regions: China (dark red), Europe (blue), India (orange), Latin America (green), South-East Asia (dark blue), and Africa (teal). Each map icon has its corresponding region name written below it.



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Contacts

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European IP Helpdesk: service@iprhelphdesk.eu

China IP SME Helpdesk: question@china-iprhelphdesk.eu



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Thank you

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Q&A

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